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Hungary

Fishery Products

Fish and Seafood Market Brief

2004

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Report Highlights:

The market for imported seafood is around \$15 - \$20 million annually. Per capita consumption is low, at around 6 pounds per year, and until recently, most consumers were only familiar with traditional carp dishes served at Christmas. This is changing rapidly, and the market for U.S. salmon, shellfish, and frozen prepared fish products (for institutional use) is growing. About 80 percent of imported seafood is consumed in hotels and restaurants. Modern hypermarkets (e.g., Tesco, Metro, Auchan, Cora, Interspar) have large fish departments with fresh and frozen, and live fish.

Includes PSD Changes: No
Includes Trade Matrix: No
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Market Overview

The market for imported seafood is around \$15 - \$20 million annually. Per capita consumption is low, at around 6 pounds per year in Hungary. Major competitors are the EU, Asian suppliers such as China, and Argentina. Until recently, most consumers were only familiar with fish in the form of the traditional carp dishes that are served at Christmas. This is changing rapidly, and the market for U.S. salmon, shellfish, and frozen prepared fish products (for institutional use) is growing. Fish consumption generally has increased with rising incomes and state-of-the-art hypermarkets with special departments featuring large frozen, fresh and, more frequently, live fish.

Hungarian importers usually buy fish from large suppliers in Denmark, France, and Norway. Some importers, however, buy directly from fish producers all over the world but relatively small deliveries to Hungary necessitate European distributors. About 80 percent of imported seafood is consumed in hotels and restaurants. Modern hypermarkets (e.g., Tesco, Metro, Auchan, Cora, Interspar) have large fish departments with fresh and frozen, and live fish. Hypermarkets are also educating consumers with free recipes and in-store videos in these departments. Direct marketing companies of frozen products (eg. "Family Frost") and fast food chains are selling growing volumes of seafood.

Import Tariffs

Import tariffs of fresh and frozen sea fish are 7.8-9 percent. Reasonable tariff preferences are given to fish from countries of the EU and CEFTA. After May 1, 2004 when Hungary will be member of the EU, "EU common external tariffs " will be imposed on sea fish, generally 2% ad valorem.